I Claim:

1.   A system for retaining memberships at a health club, comprising:

(a)   means for determining attendance of club members at the health club;

(b)   means for categorizing the club members into one of a plurality of member segments based on their level of attendance; and

(c)   a computer for electronically transmitting text messages to the club members in each of said plurality of member segments, said messages being customized to respective member segments such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

2.   A system according to claim 1, wherein said plurality of member segments comprises at least two selected from the group consisting of a regular user segment, a low user segment, and a non-user segment.

3.   A system according to claim 2, wherein said text message to club members in said regular user segment indicates the member's attendance level.

4.   A system according to claim 3, wherein said text message to club members in said regular user segment includes a customized wellness tip.

5.   A system according to claim 4, wherein said text message to club members in said regular user segment includes club information.

6.   A system according to claim 2, wherein said text message to club members in said low user segment indicates the member's attendance level.

7.   A system according to claim 6, wherein said text message to club members in said low user segment includes an exercise motivation tip.

8.   A system according to claim 7, wherein said text message to club members in said low user segment includes a customized wellness tip.

9.   A system according to claim 8, wherein said text message to club members in said low user segment includes club information.

10.   A system according to claim 2, wherein said text message to club members in said non-user segment indicates the member's attendance level.

11.   A system according to claim 10, wherein said text message to club members in said non-user segment requests members to identify obstacles preventing more frequent usage.

12. A method for retaining memberships at a health club, comprising:

(a) determining attendance of club members at the health club;

(b) categorizing the club members into one of a plurality of member segments based on their level of attendance; and

(c) electronically transmitting text messages to the club members in each of the plurality of member segments, the text messages being customized to respective member segments such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

13. A method according to claim 12, and comprising establishing a new member program for new members of the health club

14. A method according to claim 13, and comprising providing a fitness orientation for new members of the health club.

15. A method according to claim 13, and comprising electronically transmitting text messages to new members encouraging usage of the health club.

16.   A method according to claim 15, wherein the text messages for new members include basic fitness tips

17.   A method according to claim 16, wherein the text messages are electronically transmitted to new members at least once a week.

18.   A method according to claim 12, wherein the member segments comprise at least two selected from the group consisting of a regular user segment, a low user segment, and a non-user segment.

19.   A method according to claim 18, and comprising notifying club staff of those members in the non-user segment.

20.   A method according to claim 19, and comprising contacting by telephone those members in the non-user segment.

21.   A system for retaining memberships at a health club, comprising:

(a)   means for categorizing the club members into one of a plurality of member segments based on their level of attendance; and

(b)   a computer for electronically transmitting text messages to the club members in each of said plurality of member segments, said messages being customized to respective member segments such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.

22.   A method for retaining memberships at a health club, comprising:

(a)   categorizing the club members into one of a plurality of member segments based on their level of attendance; and

(b)   electronically transmitting text messages to the club members in each of the plurality of member segments, the text messages being customized to respective member segments such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.